



Strategic Roadmap for **ART + FEMINISM**



Photos from Art+Feminism's edit-a thons in (clockwise from top left) NYC, Ghana, New Delhi, and Taiwan, [CC BY-SA 4.0](#) via Wikimedia Commons

Overview

A strategic roadmap points the way forward for an organization. In this document, you'll find a comprehensive recap of Wayfinding Partner's work with Art+Feminism (A+F) to gather information, surface alignment, and map the organization's next steps over the course of 3-5 years. We anticipate that this will be a living document, and strategic steps may change as needed with the tides of the world as a whole. However, the alignment we surfaced between vision, mission, values, and A+F's 'Big Question' offer a home to come back to and a compass for charting the course.

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Foundational Pieces

Vision

This statement describes the future state Art+Feminism hopes to achieve through its work.

Art+Feminism envisions an internet that reflects diverse global histories of art-making, where communities who have most often been written out of history feel welcome and empowered to participate in writing (and righting) our stories.

Mission

This statement describes what Art+Feminism does to achieve its Vision (stated above).

Art+Feminism builds a community of activists that is committed to closing information gaps related to gender, feminism, and the arts, beginning with Wikipedia.

Values

This set of statements describe how Art+Feminism will do its work—with what spirit, energy, and guiding principles.

We believe in the power of **the arts**. We believe that art is fundamental to flourishing, open societies.

We are a community of **many feminisms**. We believe in their collective power to challenge oppressive structures and create new, liberating ones.

We **create safer and braver spaces** that are caring, equitable, pro-Black, queer and trans-affirming, intentional about accessibility, and all-around anti-oppressive. We find **joy in our community**, knowing it will sustain us in our work.

We commit to **knowledge sharing and creation on a global scale**, highlighting voices and stories which are often unheard. We also embrace our own **learning and unlearning** of knowledge so that we may dream of new ways of being and doing, individually and collectively.

Big Question

The Big Question is a broad question which relates strongly to your vision, mission, and values, while capitalizing on your competitive advantages. It guides subsequent strategy development in this document and can be considered a 'strategic home base' for whenever uncertainty or change requires revisiting plans.

How might Art+Feminism become a truly global organization in an equitable and accessible way?

Strategies and Goals

External Strategies	Short-term Goals 2021-2023 <i>Success will look like...</i>	Mid-term Goals 2023-2025 <i>Success will look like...</i>
#1: Develop and implement a multi-year plan to recruit international board members in active A+F regions.	<ul style="list-style-type: none"> - A long-term strategy will exist for recruiting board members, especially from regions beyond North America 	<ul style="list-style-type: none"> - At least one new board member is added from outside of North America
#2: Develop structures to better support international community and network	<ul style="list-style-type: none"> - More robust language interpretation support, not just from English to other languages, but vice versa - Infrastructure exists to support employment of non-US staff and contractors 	<ul style="list-style-type: none"> - A+F's leaders are more evenly distributed across multiple regions, continuing to de-center North America - More resources and edit-a-thons generated regionally and in local languages

Internal Strategies	Short-term Goals 2021-2023 <i>Success will look like...</i>	Mid-term Goals 2023-2025 <i>Success will look like...</i>
#1: Create succession plans towards regional leadership with intentionally created pathways for increased engagement (within existing networks and in new ones)	<p>Succession plans exist for identifying, training, and supporting new leadership</p> <p>Regional ambassadors, event organizers, and community members reporting that they:</p> <ul style="list-style-type: none"> • want to stay engaged with A+F • feel their roles are clear and sustainable (allow them to avoid burnout) • feel a sense of community/closeness in the organizational culture • feel the organization is actively recruiting new networks beyond existing friend groups or immediate contacts 	<p>Succession plans are revised and updated as needed</p> <p>Regional ambassadors, event organizers, and community members reporting that they:</p> <ul style="list-style-type: none"> • want to stay engaged with A+F • feel their roles are clear and sustainable (allow them to avoid burnout) • feel a sense of community/closeness in the organizational culture • feel the organization is actively recruiting new networks beyond existing friend groups or immediate contacts <p>and</p> <ul style="list-style-type: none"> • feel empowered to explore and initiate new projects/initiatives • feel adequately compensated, monetarily, and otherwise, in their role
#2: Design and implement ongoing, contextual, and effective training and supports for regional ambassadors	An evaluation tool or framework will exist to continuously improve materials and training for regional ambassadors	A clearly defined training program as well as an equitable pay scale will exist for regional ambassadors

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	Fundraising plans are in place to support equitable pay for regional ambassadors	
#3: Improve storytelling on A+F's website and social media to support exchange with international community	<p>Developing and implementing a storytelling workshop and/or training</p> <p>Raising necessary funds to support hiring a communications role</p>	<p>Hiring a communications person who can support the storytelling exchange with international community members</p> <p>A diversified funding stream exists to support having a truly global community of activists</p>
#4: Build capacity on administrative side to support the implementation of other existing strategies	<p>Developing staffing plan that supports existing strategies or redefines goals to a more manageable scope</p> <p>Raising necessary funds to support administrative support professional</p>	Hiring an administrative support professional who can provide the necessary capacity to support existing strategies